

4 Company analysis: business strategy analysis

		2016	2017	2018	2019
		1	2	3	4
4.1	Company and its business	Target Corp. engages in owning and operating of general merchandise stores and offers selected general merchandise and food assortment including grocery, dairy and frozen items at discounted prices. The company was founded by George Draper Dayton in 1902 and is headquartered in Minneapolis, Minnesota.			
4.2	Main activity: products (product mix), services and/or services	Target operates in five product categories that contribute to its total revenue: beauty and household essentials (including health and wellness, pet, and home furnishings), food and beverage, home furnishings (including electronics, software, sporting goods, and toys), clothing, and general merchandise.			
4.3	Diversification				

4.3.1	Diversification by product	Company's products are diversified or r
4.3.2	Geographical spread of production capacity	Target's slogan is 'expect more pay less'. Target mi make Target the preferred shopping destination outstanding value, continuous innovation and exc consistently fulfilling our Expect More. Pay
4.4	Differentiation - specialization	What is the uniqueness of the company? What mak smaller and manageable in size compared to its comp profit margins through the supply chain, which is v revenues but higher profit r
4.5	Costs strategy (cost cut strategy vs high costs to achieve high quality)	Target cost bid strategy is the best way to maintain event while increasing your

4.6	Price strategy (inexpensive vs luxury or quantity vs quality)	Target pricing is the process of estimating a competitor's price by applying a firm's standard profit margin to that price less the cost that a new product can have. A design team then determines the requisite features within the pre-set price range.			
4.7	Number of employees		323,000	345,000	360,000
4.8	Number of shares				
4.9	Stock price				
4.9.1	Stock price at the beginning of year				
4.9.2	Stock price at the end of year				

<i>2020</i>	Comments
5	6
neral merchandise stores. Target ments including perishables, dry s. The company was founded by rtered in MinneapoliS, MN.	
tribute from about 15% to 25% of uding pet supplies), apparel and gs and décor, and hardlines goods, toys)	

not? If yes, describe.

ission statement for 2020 is "To
for our guests by delivering
optional guest experience by
Less. Brand Promise."

es its different? Target is more
etitors. Target is most focused on
why they are able to post lower
nargins.

n a stable cost per optimization
budget.

ative price in the marketplace and in order to arrive at the maximum tries to create a product with the ; cost constraint.	
368,000	
500.62 M	
124.08	
147.61	